

JAN 24 2018

S.B. NO. 3063

A BILL FOR AN ACT

RELATING TO AN ECONOMIC ANALYSIS OF BEACHES ON THE NORTH SHORE
OF OAHU.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that the northwest-facing
2 shoreline on the North Shore of O'ahu, stretching from the
3 Kawaiiloa to Waiale'e ahupua'a is a spectacular coastline of
4 primary importance to state residents and visitors from around
5 the world for its beautiful sandy beaches, famous surf breaks,
6 recreational opportunities, marine resources and wildlife, and
7 vistas. However, the true economic value of North Shore beaches
8 is currently unquantified and therefore, likely undervalued.
9 Moreover, having quantitative economic and natural resource
10 value estimates of North Shore beaches will assist local
11 decision-makers regarding critical issues, such as coastal land
12 use, shoreline management, and applications for armoring of the
13 shoreline for private development.

14 The legislature further finds that the University of Hawai'i
15 sea grant college program has demonstrated the capacity and
16 capability to conduct the type of economic analysis needed for



1 North Shore beaches. The University of Hawai'i sea grant college
2 program recently completed a similar study on Waikiki beach.
3 That study found that Waikiki beach is estimated to generate
4 approximately \$2,200,000,000 per year for the local economy.

5 Accordingly, the purpose of this Act is to request that the
6 University of Hawai'i sea grant college program conduct an
7 economic analysis of North Shore beaches for the area of the
8 North Shore of O'ahu that stretches from the Kawaiiloa to Waiale'e
9 ahupua'a to estimate the economic value of North Shore beaches.

10 SECTION 2. (a) The University of Hawai'i sea grant college
11 program may conduct an economic analysis of North Shore beaches
12 for the area of the North Shore of O'ahu that stretches from the
13 Kawaiiloa to Waiale'e ahupua'a to estimate the economic value of
14 North Shore beaches.

15 (b) An economic analysis conducted under subsection (a)
16 shall examine, but not be limited to:

17 (1) Visitor surveys;

18 (2) Available data from the department of business,
19 economic development, and tourism, Hawai'i tourism
20 authority, and other travel-related research
21 organizations, such as Smith Travel Research;



1 (3) Hotel revenues; and

2 (4) Visitor activity spending.



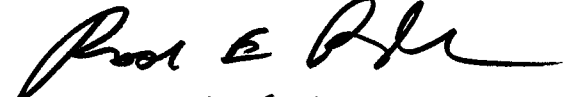

3 (c) Upon completion of an economic analysis conducted
4 under subsection (a), the University of Hawai'i sea grant college
5 program shall submit a report of its findings and
6 recommendations, including any proposed legislation, to the
7 legislature no later than twenty days prior to the convening of
8 the regular session of 2021.

9 SECTION 3. There is appropriated out of the general
10 revenues of the State of Hawaii the sum of \$200,000 or so much
11 thereof as may be necessary for fiscal year 2018-2019 for the
12 University of Hawai'i sea grant college program to conduct an
13 economic analysis of O'ahu's North Shore beaches pursuant to this
14 Act.

15 The sum appropriated shall be expended by the University of
16 Hawai'i for the purposes of this Act.

17 SECTION 4. This Act shall take effect on July 1, 2018.

18
INTRODUCED BY:

S.B. NO. 3063

Report Title:

North Shore Beaches; Economic Analysis; University of Hawaii Sea Grant College Program; Appropriation

Description:

Requests that the University of Hawai'i sea grant college program conduct an economic analysis of North Shore beaches for the area of the North Shore of O'ahu that stretches from the Kawaiiloa to Waiale'e ahupua'a to estimate the economic value of North Shore beaches. Appropriates funds.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

